

PRESS RELEASE

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Digital Symplexity To Partner with Software AG for Webinar: Optimize Business Processes & Transform Customer Experience

Minnetonka MN: [Digital Symplexity](#), a premier partner of [Software AG](#) (Frankfurt TecDAX: SOW), will host a Webinar demonstrating how companies can transform their customer's experience by optimizing their business processes. The Software AG technology couples business priorities and IT strategy with current and future initiatives and maps those to an IT design and development path that enables the achievement of essential business goals.

Ideally suited for business executives in the US and Europe, the event takes place on Wednesday, November 18 at 10 AM CST.

“Process Performance Manager (PPM) by Software AG is used by large enterprises throughout Europe and Asia, and is penetrating the North American Market. We will host a live and interactive Webinar demonstrating how PPM can monitor and analyze business processes to save companies hundreds of thousands, if not millions, of dollars – using their existing data. We are very pleased to be working with Software AG as their PPM implementation partner,” reported Christopher Perkins, President of Digital Symplexity.

Topics will include how to:

- Evaluate interactions between processes and their impact on overall customer experience
- Identify and quantify operational best practices across disparate business units
- Uncover and model end-to-end business processes automatically
- Monitor and analyze performance, structure, and behavior of business processes

“Only a handful of companies in North America have implemented PPM. We’re excited to bring clients across North America these industry leading solutions providing unprecedented visibility and transparency into their business processes,” explained Perkins.

[Registration](#) for the one-hour Webinar is available on the Digital Symplexity Website.

ABOUT:

[Digital Symplexity](#) is a Minnesota-based business technology consultancy focused on building customizable solutions where business process and data intersect, identifying and solving problems companies often don’t know they have. The company’s management team has over 60 years of combined experience providing enterprise solutions to Fortune 500 companies across North America. Digital Symplexity is a Premier Partner of Software AG.

[Software AG](#) (Frankfort TecDAX:SOW) helps organizations achieve their business objectives faster. The company’s big data, integration and business process technologies enable customers to drive operational efficiency, modernize their systems and optimize processes for smarter decisions and better service. Building on over 40 years of customer-centric innovation, the company is ranked as a leader in 14 market categories, fueled by core product families Adabas-Natural, ARIS, Alfabet, Apama, Terracotta and webMethods. Software AG has more than 4,400 employees in 70 countries and had revenues of €858 million in 2014. Learn more at www.softwareag.com.

LINKS:

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